2017 CONTENT MANAGEMENT & STRATEGY SURVEY

ICC Intelligent Content Conference™

cm CONTENT MARKETING INSTITUTE™

A UBM COMPANY

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INTRODUCTION

There is a huge opportunity for marketers to get more from the content they're developing. That's the conclusion the Content Marketing Institute (CMI) research team came to after conducting its first-ever content management and strategy survey.

Our team surveyed 411 marketers from the CMI audience to learn how they manage content within their organizations. We wanted to know:

- How many view content as an asset;
- How many have a documented strategy for managing content as an asset;
- What structures they have in place to manage content;
- Whether they have the right technologies to manage content;
- Whether they can distribute and repurpose content without a great deal of human intervention; and more.

Read on to see the results. While numerous marketers are already strategically managing content, many appear to be in the early phases, as the survey findings demonstrate. This is a prime time to learn how to extract maximum value out of your content. Resources such as the Intelligent Content Conference can help.

KEY TAKEAWAYS

- **Most marketers say their organization values content as an asset—but it isn't treated as such.**
  92% of content marketers surveyed say their organization views content as a business asset (i.e., an asset or process where there is direct investment and a goal of increasing value over time), yet fewer than half (46%) have a documented strategy for managing content as a business asset.

- **Many of the structures needed to manage content as an asset are not in place.**
  For example, only 29% of respondents have established a message architecture/messaging framework. Twenty-one percent are engaged in content governance; 19% have content audits and inventories; and 14% have taxonomies.

- **Too much human intervention is needed to repurpose content.**
  Fewer than one in four (24%) respondents say they can always or frequently repurpose content without a great deal of human intervention.

- **Technology is underutilized—or is lacking altogether.**
  Only 18% of respondents feel their organization has the right technology in place to manage their content marketing efforts. Another 45% say they have technology tools, but aren't using them to their potential.

- **Education is needed.**
  When respondents were asked about their greatest educational needs regarding managing content, 66% indicated "how to better use technology to manage content as a business asset" and 64% indicated "how to build a scalable content strategy," making these the top-tier responses.

METHODOLOGY/DEMOGRAPHICS

To better understand how content marketers are managing content strategy, Content Marketing Institute (CMI) surveyed all subscribers of the CMI Content Strategy Newsletter, as well as a portion of the broader CMI subscriber list, representing primarily North American organizations.

The CMI Content Strategy Newsletter recipients represented all organizational size classifications. The random names from the broader CMI list consisted of subscribers in the enterprise (1,000+ employees) and SMB (100 to 999 employees) organizational size classifications.
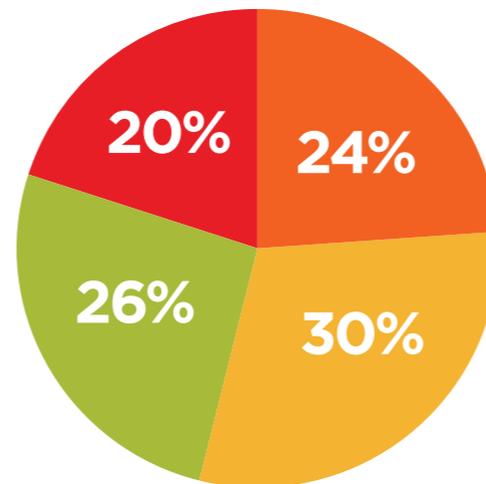
Nature of Organization

10%
21%
59%
10%
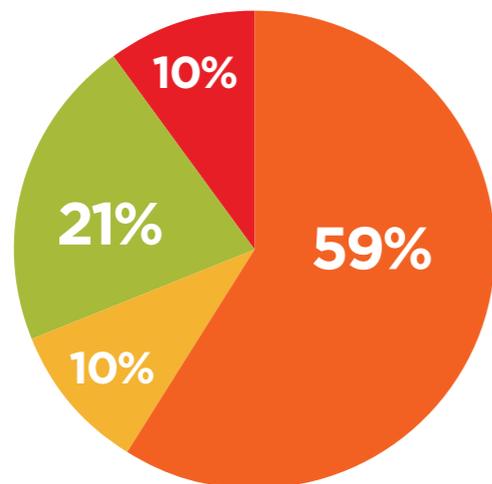
- For-Profit B2B Organization
- For-Profit B2C Organization
- For-Profit B2B+B2C Organization
- Nonprofit Organization

Size of Organization
(by Employee Size)

20%
24%
26%
30%

- Enterprise (1,000+ employees)
- Midsize (100-999 employees)
- Small (10-99 employees)
- Micro (1-9 employees)

CMI's research team designed and programmed the online survey and performed the data analysis. The invitations to participate were emailed on February 9, 2017. By February 14, 2017, 411 usable surveys had been returned by respondents.

To encourage prompt response and optimize the response rate overall, CMI used the following marketing research techniques: A random drawing was held for one $50 Amazon gift card; a live link was included in the email invitation to route respondents directly to the online survey; and the invitation and survey were branded with the CMI name and logo to capitalize on the affinity for the brand.

Does your organization use content marketing to market its products, services, or support to prospects or existing customers?

Use of Content Marketing

9%

91%
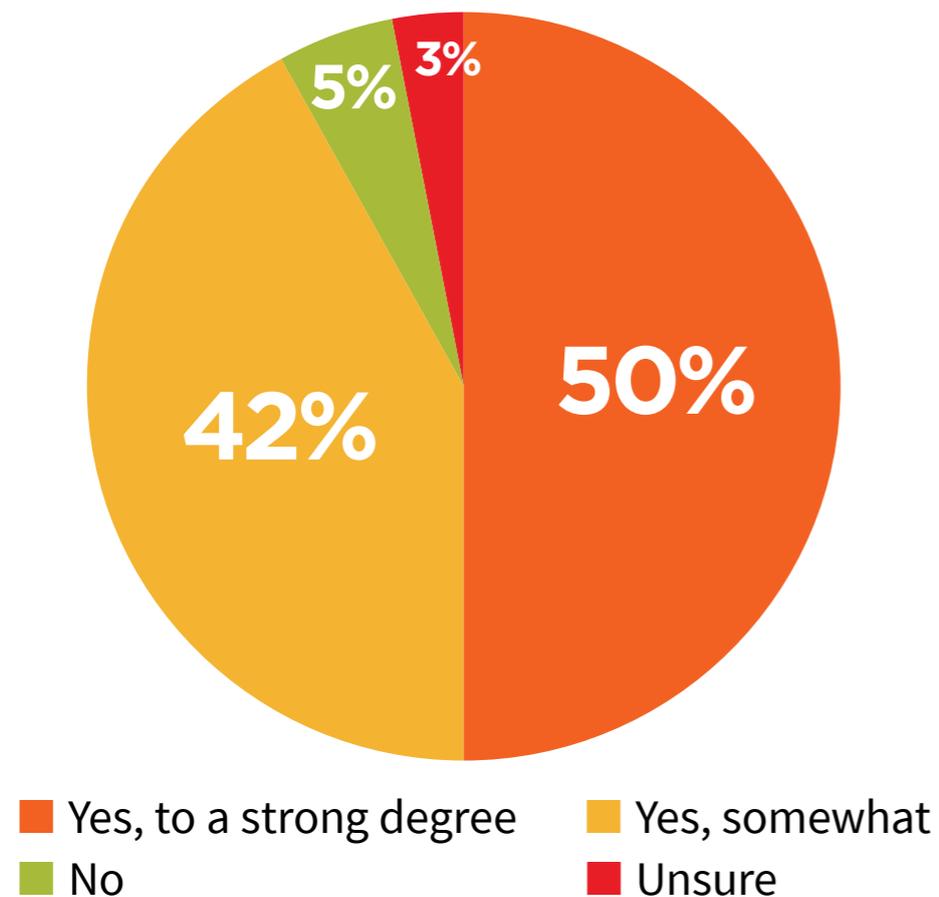
■ YES ■ NO
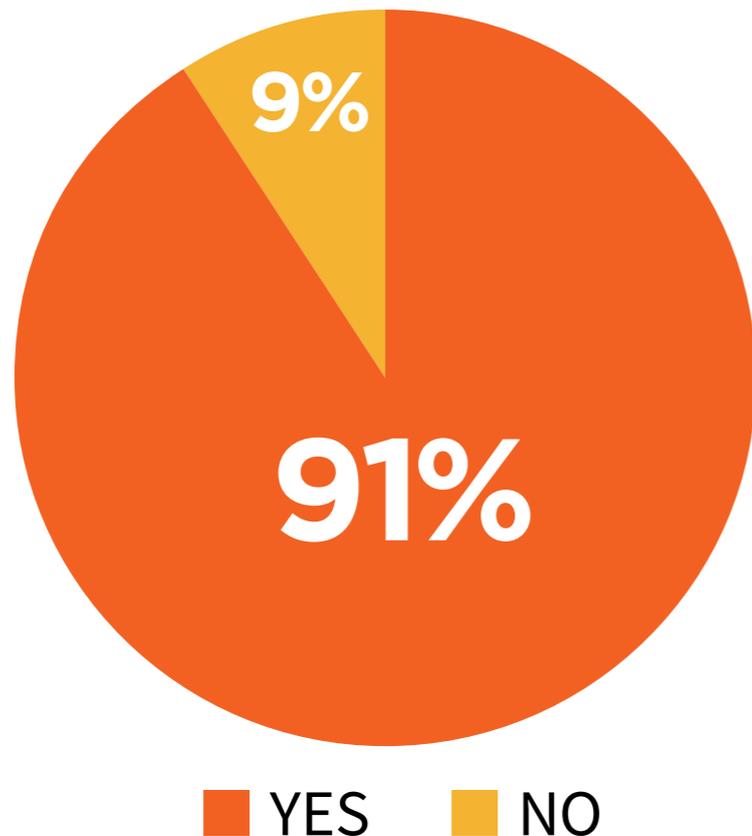
Base = Marketers in for-profit and nonprofit organizations.
Content Marketing Institute 2017 Content Management & Strategy Survey

Content marketing is defined as a strategic marketing approach focused on creating and distributing valuable, relevant, and consistent content to attract and retain a clearly defined audience—and, ultimately, to drive profitable customer action.

Does your organization view content as a business asset (i.e., an asset or process where there is direct investment and a goal of increasing value over time)?

Content is Viewed as a Business Asset

5% 3%

50%

42%

- Yes, to a strong degree
- Yes, somewhat
- No
- Unsure

Base = Content marketers in for-profit and nonprofit organizations; aided list.

Content Marketing Institute 2017 Content Management & Strategy Survey

Ninety-two percent of respondents said their organization views content as a business asset (50% indicated to "a strong degree" and 42% indicated "somewhat").

By size, small (55%) and micro (80%) organizations appear to be more likely to view content as a business asset (to a strong degree) than enterprise (42%) and midsize (33%) organizations.

Does your organization have a documented strategy for managing content as a business asset?

Documented Strategy for Managing Content as a Business Asset

46%
44%
10%

■ Yes ■ No ■ Unsure

Base = Content marketers in for-profit and nonprofit organizations; aided list.
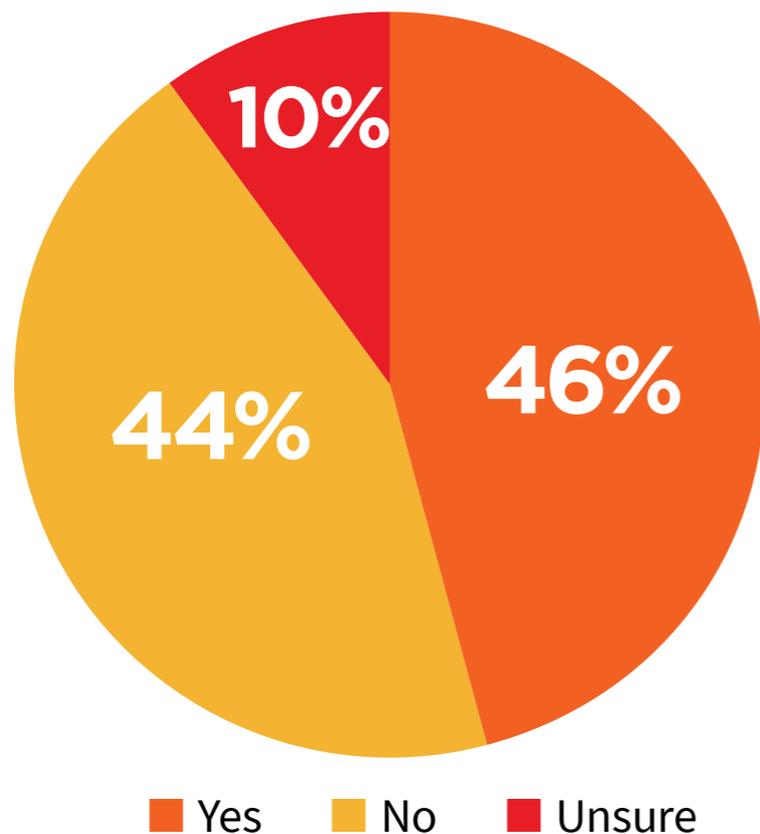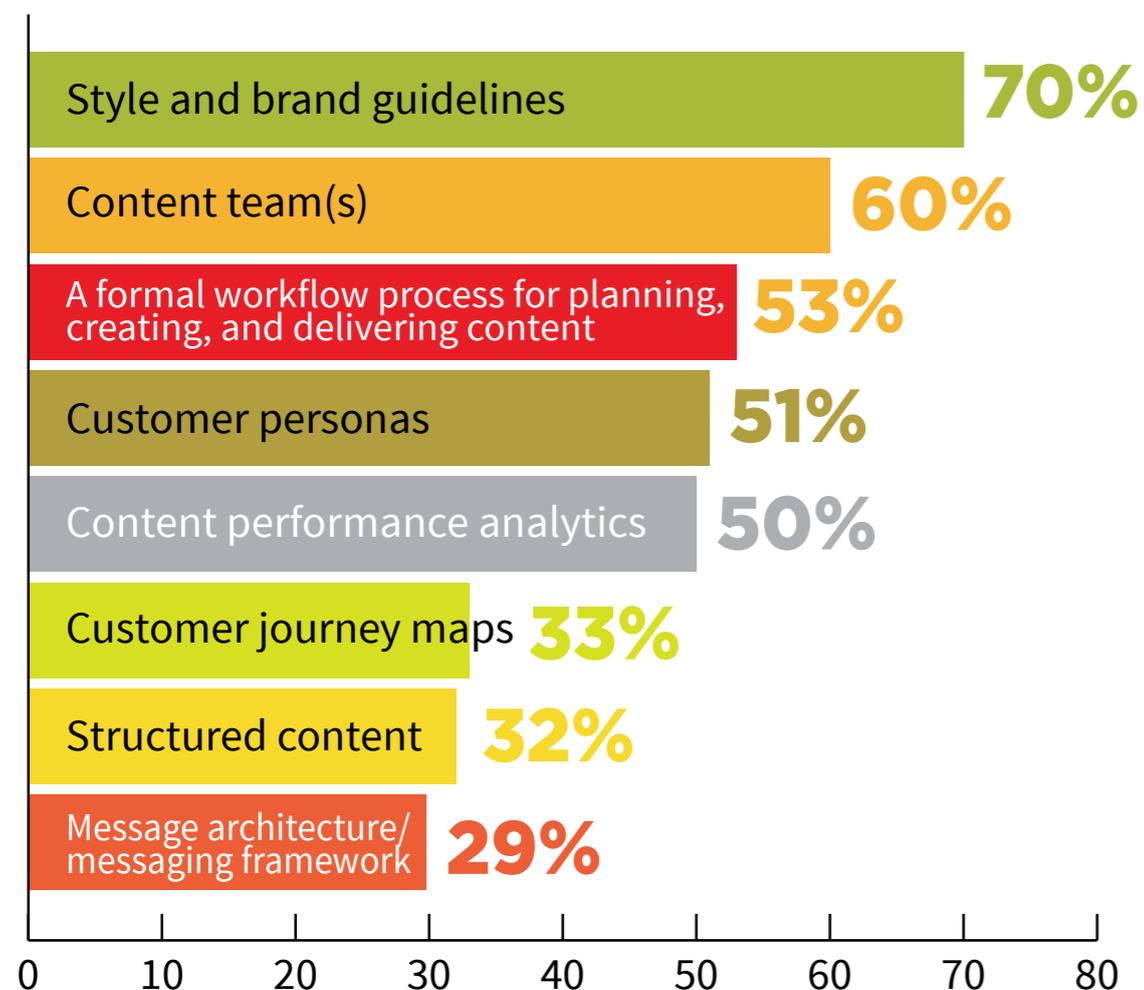*Content Marketing Institute 2017 Content Management & Strategy Survey*

While 46% of all respondents indicated their organization has a documented strategy for managing content as a business asset, this documentation is more prevalent in micro and small organizations (58% and 46% respectively), followed by midsize at 42% and enterprise at 40%.

Which of the following does your organization have in place?

Content Management Structures in Place

Structure	Percentage
Style and brand guidelines	70%
Content team(s)	60%
A formal workflow process for planning, creating, and delivering content	53%
Customer personas	51%
Content performance analytics	50%
Customer journey maps	33%
Structured content	32%
Message architecture/ messaging framework	29%

*Base = Content marketers in for-profit and nonprofit organizations.
Aided list; multiple responses permitted.*
Content Marketing Institute 2017 Content Management & Strategy Survey

Regardless of company size, the majority of respondents have style and brand guidelines.

Additional content management structures in place: content governance process (21%); content audit reports (19%); content inventory report(s) (19%); taxonomies (14%); story maps (10%); or none of the above (4%).

How would you describe the scalability of your organization's content-related efforts?

Scalability of Content-Related Efforts
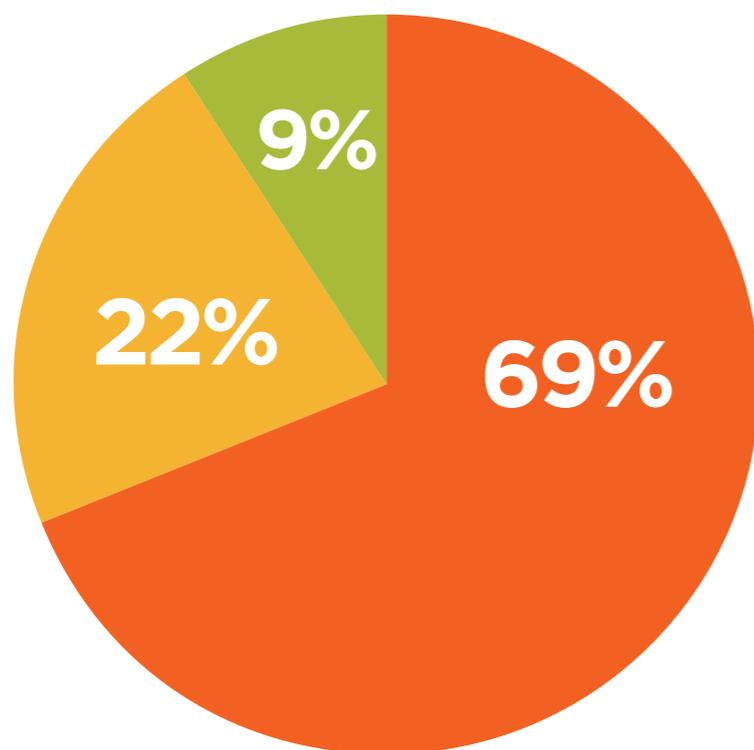
- **69%** We have some systems in place, but there is a lot of manual work
- **22%** We do things ad-hoc
- **9%** We have developed a completely systematic approach to producing, managing, and distributing content

Base = Content marketers in for-profit and nonprofit organizations; aided list.
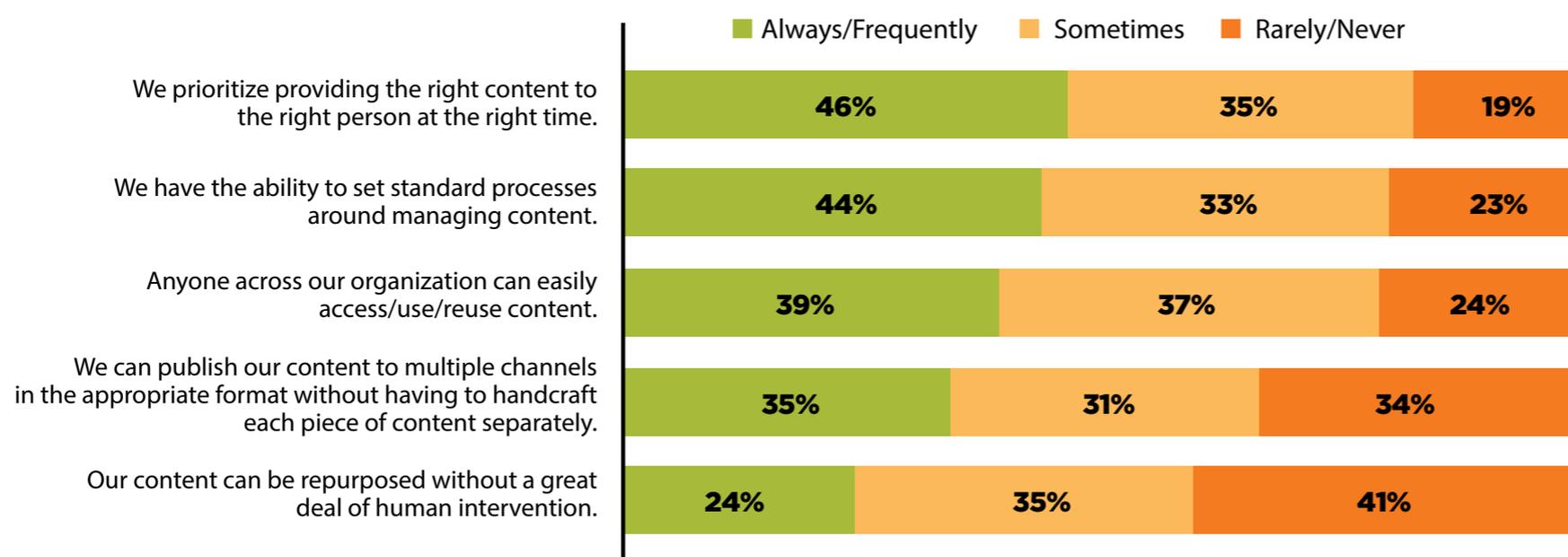*Content Marketing Institute 2017 Content Management & Strategy Survey*

The majority of respondents (69%) reported, "some systems in place, but there is a lot of manual work."

Thirteen percent of small organizations indicated they "have developed a completely systematic approach to producing, managing, and distributing content," followed by enterprise (12%), micro (7%), and midsize (6%).

How often do your organization's content-related processes meet each of the following conditions?

Frequency in Which Content-Related Processes Meet Various Conditions

Legend: ■ Always/Frequently ■ Sometimes ■ Rarely/Never

Condition	Always/Frequently	Sometimes	Rarely/Never
We prioritize providing the right content to the right person at the right time.	46%	35%	19%
We have the ability to set standard processes around managing content.	44%	33%	23%
Anyone across our organization can easily access/use/reuse content.	39%	37%	24%
We can publish our content to multiple channels in the appropriate format without having to handcraft each piece of content separately.	35%	31%	34%
Our content can be repurposed without a great deal of human intervention.	24%	35%	41%

Base = Content marketers in for-profit and nonprofit organizations; aided list.
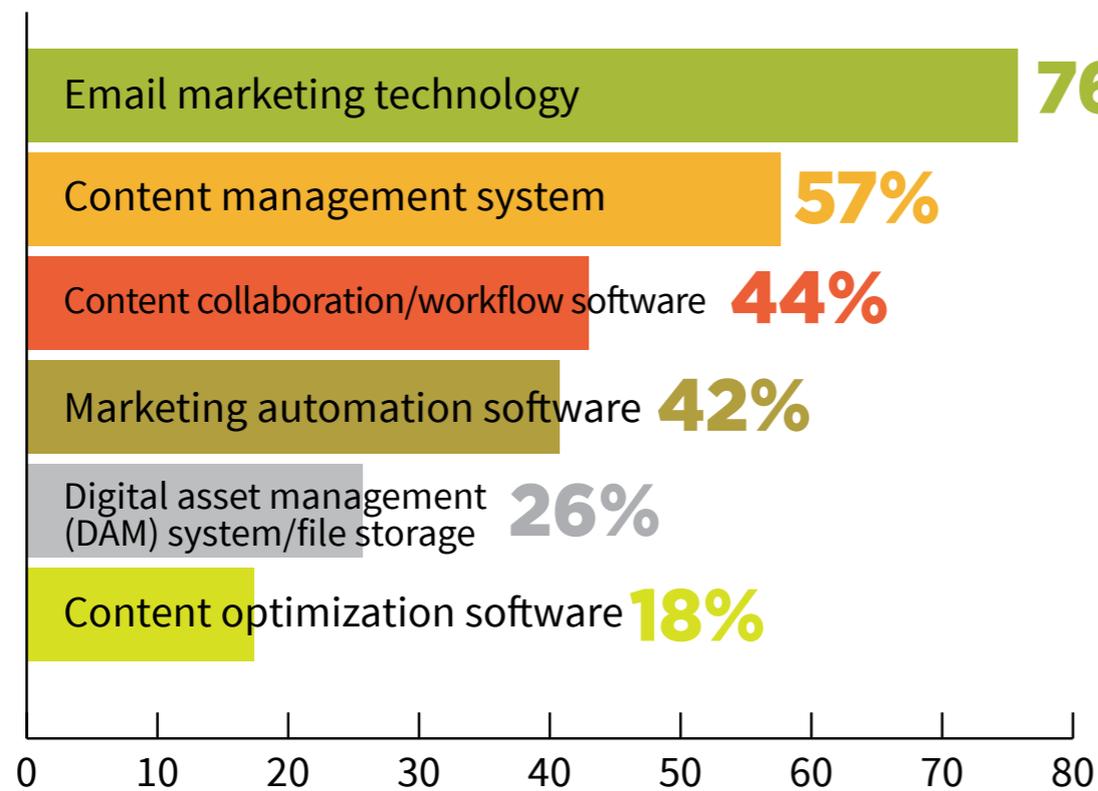*Content Marketing Institute 2017 Content Management & Strategy Survey*

Nearly 1 out of 2 respondents (46%) indicated their organizations always or frequently prioritize providing the right content to the right person at the right time.

Approximately 1 out of 3 respondents (34%) rarely or never are able to publish their content to multiple channels in the appropriate format without having to handcraft each piece of content separately. The high level of time and labor is also mirrored in another process: 41% rarely or never are able to repurpose content without a great deal of human intervention.

Which type(s) of digital content marketing technologies does your organization use to manage its content marketing efforts?

Digital Content Marketing Technologies Used to Manage Content Marketing Efforts

Technology	%
Email marketing technology	76%
Content management system	57%
Content collaboration/workflow software	44%
Marketing automation software	42%
Digital asset management (DAM) system/file storage	26%
Content optimization software	18%

Base = Content marketers in for-profit and nonprofit organizations. Aided list; multiple responses permitted.

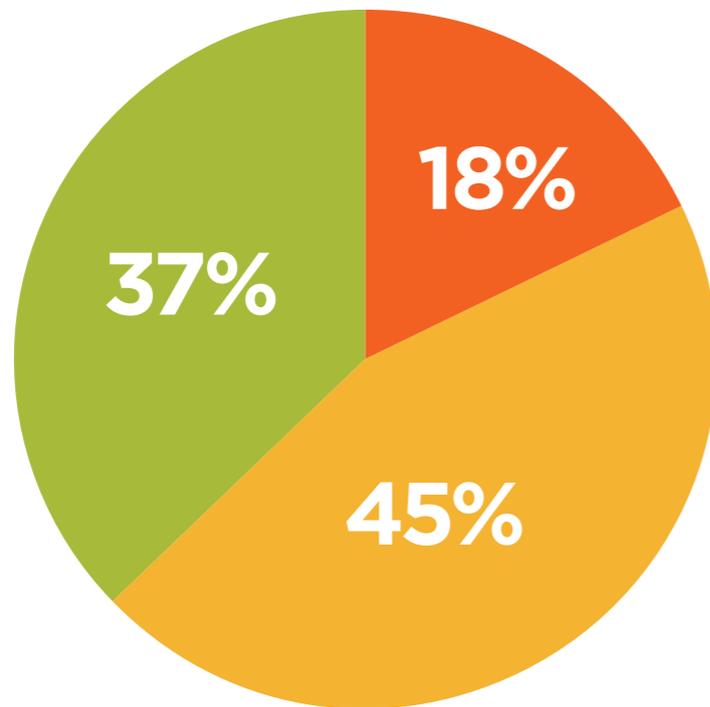*Content Marketing Institute 2017 Content Management & Strategy Survey*

Three of out of four (76%) respondents use email marketing technology to manage content marketing efforts. About two out of five (42%) use marketing automation software.

Additional digital content marketing technologies used: content promotion/ distribution software (15%); product information management system (7%); artificial intelligence (2%); or none of the above (7%).

Do you feel your organization has the right technology in place to manage its content marketing efforts?

The Right Technology in Place to Manage Content Marketing Efforts

- 🟧 Yes
- 🟨 No, we have tools, but aren't using them to their potential
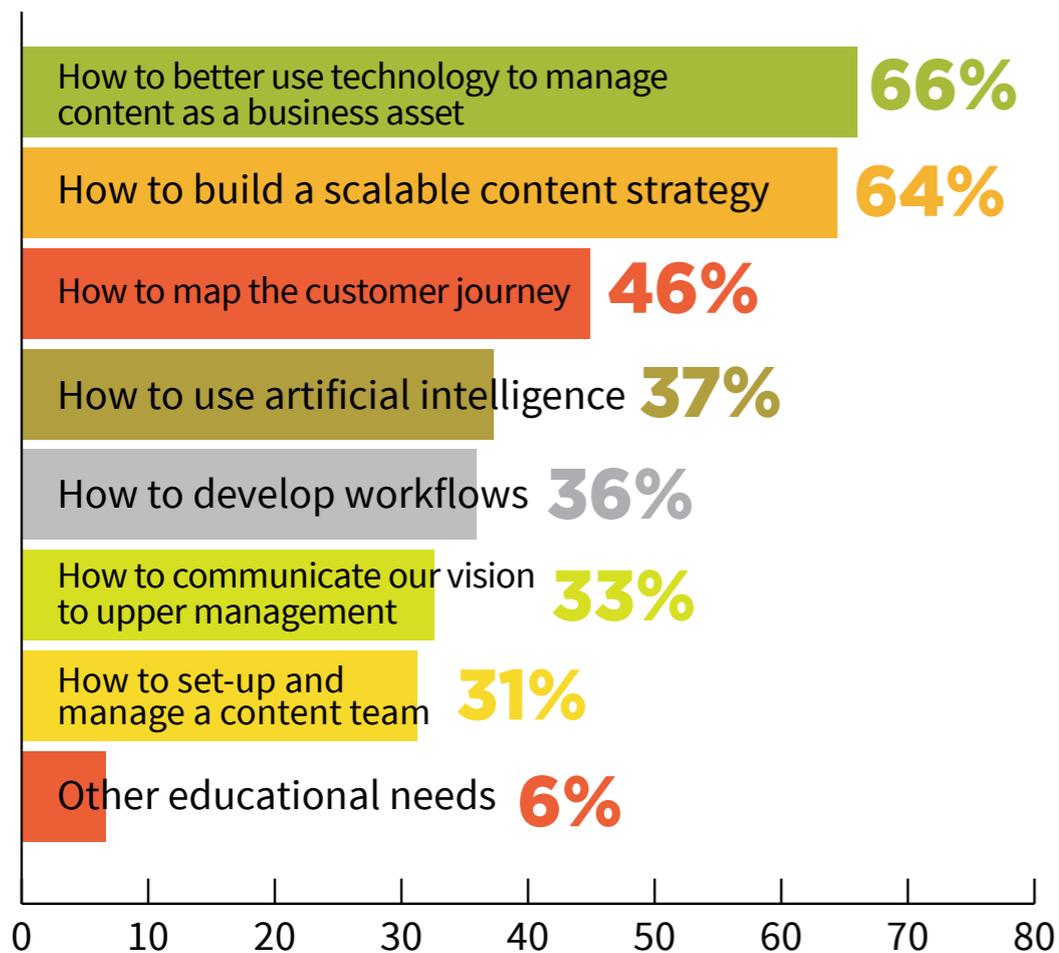- 🟩 No, we haven't acquired the right tools

Base = Content marketers in for-profit and nonprofit organizations; aided list.
Content Marketing Institute 2017 Content Management & Strategy Survey

Only 18% of respondents feel their organization has the right technology in place to manage their content marketing efforts, while 45% have tools, but aren't using them to their potential. Almost two out of five (37%) reported their organizations have not acquired the right tools.

What are your greatest educational needs regarding managing content?

Greatest Educational Needs Regarding Content Management

Category	Percentage
How to better use technology to manage content as a business asset	66%
How to build a scalable content strategy	64%
How to map the customer journey	46%
How to use artificial intelligence	37%
How to develop workflows	36%
How to communicate our vision to upper management	33%
How to set-up and manage a content team	31%
Other educational needs	6%

Base = Content marketers in for-profit and nonprofit organizations. Aided list; multiple responses permitted.

Content Marketing Institute 2017 Content Management & Strategy Survey

The top tier of the greatest educational needs regarding managing content are:

- How to better use technology to manage content as a business asset
- How to build a scalable content strategy

How to set-up and manage a content team scored lowest on educational needs among all employee size groups except the micro group—lowest for this group was how to communicate vision to upper management.

ABOUT

About Content Marketing Institute (CMI)

Content Marketing Institute is the leading global content marketing education and training organization, teaching enterprise brands how to attract and retain customers through compelling, multichannel storytelling. CMI's Content Marketing World event, the largest content marketing-focused event, is held every September in Cleveland, Ohio, USA, and the Intelligent Content Conference event is held every spring. CMI publishes the bi-monthly magazine *Chief Content Officer*, and provides strategic consulting and content marketing research for some of the best-known brands in the world. Watch this video to learn more about CMI, a UBM company. To view all research and to subscribe to our emails, visit www.contentmarketinginstitute.com/research.

To learn more about content strategy for marketing professionals, attend the Intelligent Content Conference being held March 20-22, 2018 in Las Vegas, USA. Check the Intelligent Content Conference blog and Content Marketing Institute for more educational resources.

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